

**Philip Morris Promotional Services  
Fulfillment Information Form and  
P.O. Box Request**

**Page 2**

**Program Number: \_\_\_\_\_  
Program Name: \_\_\_\_\_**

Prepared By: GINA RIBA

Date: 11/15/93

Complete a separate Page 2 for each fulfillment item offered.

**Fulfillment Item Information:** Required for all Programs. Please answer all questions.

Fulfillment Item Description: + shirt

Total Number of Items Offered in this Program: 6

Estimated # of Consumer Orders: 14,000

Initial Qty. Ordered from Supplier: \_\_\_\_\_

Anticipated Delivery Date of Fulfillment Item:       /      /      

Item POS #: \_\_\_\_\_

Reorder Lead time for this Item is: \_\_\_\_\_

Is A Reorder Authorized  No  Yes Initial \_\_\_\_\_

**Consumer Requirements:** Required for all Programs. Please answer all questions.

Are UPCs and/or Cash Required?  No  Carton UPCs \_\_\_\_\_  
(Check As Many as Apply) or

Pack UPCs 15

Is the Offer Limited?  No Limit

If Yes:  1 Per Person

1 Per Household

Other - Please Explain

Cash \$ \_\_\_\_\_

Is Postage and Handling to be Paid?  No  Yes \$ 1.10

1 per Pkg, Pkg  
of 3 items per HH

**Other Fulfillment Information:** Required for all Programs.

Are Other Enclosures/Messages to accompany the fulfillment item(s)? (i.e. Survey, Postage Paid Reply Card, Envelope)

Yes (Describe requirements Below)  No

2041395761

\_\_\_\_\_

Are Thank you Cards to be enclosed?  No  Yes, Use Cards with Brand ID  Yes, Use Generic Thank you cards

Anticipated Delivery Date of Materials:       /      /      

**Coupon Data:** Complete if applicable. The Coupon Basic Data Sheet must also be completed and must accompany this request.

Are Coupons Required as part of fulfillment/bounceback?

No  Yes If Yes: UPC # \_\_\_\_\_ QTY \_\_\_\_\_

Value \_\_\_\_\_ Est. Redemp. \_\_\_\_\_ % Est. Resp. \_\_\_\_\_ %

Are Names from Coupons to be Captured on the Database  Yes  No